



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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MEDIA ADVISORY

13 May 2026

Deputy Minister Dr Nomusa Dube Ncube will attend the movie premiere launch of What About the Boys 2 tomorrow at Ster Kinekor in Rosebank Gauteng at 10:00

Deputy Minister Dr Nomusa Dube-Ncube will attend the official movie premiere of What About the Boys 2 — a milestone edition of the social impact film franchise that, for the first time, will prominently feature girls as key participants. This inclusion reflects a deliberate and urgent response to the scourge of gender-based violence and femicide (GBVF) and the persisting challenge of teenage pregnancy affecting South African communities.

What About the Boys is a nationally recognised social impact project that harnesses the power of film to address harmful behaviour patterns among South African youth. The initiative was launched under the auspices of President Cyril Ramaphosa, signalling the highest level of government commitment to transforming youth culture and fostering safer school environments.

Over its initial three-year journey, the project has reached more than 600 000 high school boys across South Africa, equipping young men with the tools to challenge toxic masculinity, promote respect, and become agents of change in their schools and communities.

The sequel, What About the Boys 2, marks a significant evolution of the franchise: for the first time, girls will be meaningfully incorporated into the narrative —

acknowledging that combating GBVF and teenage pregnancy requires a whole-of-youth approach that empowers all genders to participate in building safer, more equitable communities.

Deputy Minister Dr Dube-Ncube has expressed her enthusiasm for attending the premiere, noting that film is a uniquely powerful medium for shifting mindsets among young people. She is particularly encouraged by the project's expanded scope and remains committed to supporting initiatives that align creative expression with the national imperative to eradicate GBVF and reduce teenage pregnancy across South Africa's school system.

Members of the media are invited to join as follows:

Date: 14 May 2026

Time: 09:00 – 10:00

Venue: Ster-Kinekor, The Zone Rosebank

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